

THINK-YOU OF EL PASO AND VICINITY

We Are Organizing the El Paso Life Insurance Company Here

This is of especial interest TO YOU, whether you are so fortunate as to own stock in the company when organized or not. Past experience and the record of other companies teach that HE IS FORTUNATE INDEED who owns stock in any life insurance company. The fact that there are 159 companies organized and doing business in the United States and NONE of their stock is to be bought shows there IS A REASON. Where can you find any life insurance stock for sale where the company is as much as three years old? You can find those who have stock in companies which are three years old and more, and they are ALL well pleased and will not sell this stock. Why? There are one or more reasons. Life insurance stock is generally considered to have FOUR essentials for its valuation.

FIRST—It is stable, not a company in the United States having failed during the past 30 years, not since the various states have begun to enact laws governing insurance companies and their investments. There will never be another company to fail, because all the states are enacting laws so exacting in the government of ALL companies that there is no possibility of mistakes to be made.

SECOND—It is a long time investment with a minimum taxation. Texas taxes ONLY the net proceeds of Texas companies and the gross proceeds of outside companies, and grants a charter for 500 years to her home companies.

THIRD—It is an ever increasing investment because the premiums are REPEATED EVERY YEAR; thus giving the company a REPEATED as well as INCREASING business EVERY year—this INSURES an increased dividend and guarantees.

FOURTH—An increasing volume of money which the FINANCIER is ever willing to pay a premium for the stock of which to control. As an example of this: The stock of the Equitable of New York is limited by its charter to 3 1-2 percent semi-annually, and yet the last report of a sale of any of its stock was \$72,000 for ONE SHARE (par value \$100) because each share controlled the avenue of investment for such a large amount of money. That company has but \$100,000 capital and yet it has \$479,900,419 in assets and an annual income of \$75,696,055 plus.

New York City, Newark, N. J., Hartford Conn., and immediate vicinity receive
OVER TWO AND A HALF MILLION DOLLARS A DAY IN INSURANCE PREMIUMS
for which NOTHING is given. WHO PAYS THIS MONEY?

Practically everybody, your neighbor if not yourself. Do you know of ANY person who is living in those eastern states who is paying premiums to a company here or this section of the country? There are none. But there will be, for our Texas laws are considered to be the safest and at the same time our investments the most profitable. Other companies in other cities of Texas have done most excellently. You could not persuade those cities to give up these companies. Dallas has four companies with a capitalization of about \$800,000 and an income of probably a million and a half dollars per year, ever increasing every year. Fort Worth has two companies with a capitalization of a million and a half and an income of about half a million each year, increasing of course. Houston, two companies with a capitalization of two million dollars and an annual increase of three-fourths of a million now and increasing every year. Galveston, one company with an income of over a million dollars a year—almost doubling every year. Waco has three companies with a combined capitalization of a million dollars and an annual income of three-fourths of a million dollars now and increasing every year. Mt. Pelia, Vt. (with a population of 7000 in 1900) has one company with assets of \$47,488,473 and an income of nearly \$9,000,000. Where does it come from? Not from its 7000 population. Waco and Galveston are about the same population of El Paso and are SEVEN TIMES as large as Mt. Pelia, Vt., and yet El Paso with all this expanse of territory within the radius of San Antonio, Fort Worth, Los Angeles, Cal., and the City of Mexico, has but one little company lodged in the hills of New Mexico, three years ago—doing a nice little business, paying handsome dividends and ALL of its stockholders pleased. You cannot buy any life insurance stock that is as much as 3 years old for 3 for 1—in most cases not for double that price. Where can you buy bank stock, trust company stock, railroad stock or real estate where the title is SECURED (none more secure than life insurance stock) and where the dividends are ever increasing and the stock so valuable as to increase 100 percent per year of its existence? NOTHING but life insurance stock shows this to be true.

El Paso should have a good strong life insurance company—one in which everybody has faith. Not one merely to furnish an avenue for investment for RICH PEOPLE. Rich people take stock in life insurance companies, yes, but to them it is an INVESTMENT pure and simple, and not to encourage business. Usually they accompany their subscription to same with a proxy for you to sign for them to vote YOUR shares. Proxies have been the means of Rockefeller controlling the Mutual Life of New York and Morgan controlling the New York Life.

J. A. Bordeaux & Co. Organizers

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The El Paso Life is being organized under the restrictive laws of Texas and in the broadest, most democratic way possible to get business. There is no effort being made to control the voting of the stock. It is to be for the greatest good to the greatest number—let it be YOUR (everybody's) company. In this way it will do more business and be a greater benefit to El Paso and this section of the country. Do you not realize that EVERYWHERE the El Paso Life is mentioned that the agents of this company must talk El Paso and vicinity, thus advertising YOUR property, boosting the Southwest? Then you should talk for the El Paso Life.

REMEMBER, ALL COMPANIES BEING ORGANIZED NOW IN TEXAS MUST ISSUE STOCK OF THE SAME VALUATION, VIZ., \$100 PAR VALUE. IF ANY MORE THAN THAT PRICE BE ASKED THEN IT IS AT A PREMIUM

The El Paso Life is being organized with a view to getting business and upon a plan tried and proved as successful. We desire to distribute the stock in as small blocks as possible where it will get business and help to get it in the future. The rich man who takes large blocks of stock takes very little if any insurance, and his name and money adds very much less influence than he thinks. What the company wants is business, not names. We want and expect the business men of El Paso and vicinity to take stock and to govern the company when organized, but we are taking no "proxies" so that any person or a few may control. This is to be your company.

The company is capitalized for \$200,000, par value of each share \$100. We divided the stock up into five series of 400 each. The first series we sold for \$150—that is all sold out. We are now selling the second series at \$175, then the third series at \$200, then the fourth series at \$225, then the fifth series at \$250. By this means we create an ample surplus as well as raise the required capital. Very near all of the second series are sold, then the price advances to \$200.

We want good reliable insurance agents of experience and acquaintance in this section of the country to take up our work, for they will better themselves and this section of the country by joining with us. We have many of experience now and want all we can get. If you are interested as an investor or as an agent, call or address

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